

University of Pretoria Yearbook 2022

Practice of development communication 882 (OKT 882)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	20.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	8 lectures per week
Language of tuition	Module is presented in English
Department	Information Science
Period of presentation	Year

Module content

The focus of this module is the practical side of development communication. It includes: methods to research the target audience, action programmes for communication campaigns in communities and the different channels that can be used for the dissemination of development messages.

It also contains a component in which a development message must be designed by taking into account target group, appropriate channel and distribution.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.